

METHOD OF DISTRIBUTING TARGETED INTERNET ADVERTISEMENTS BASED ON
SEARCH TERMS

ABSTRACT

A method of distributing Internet advertisements includes collecting search terms employed by users of a search engine or search provider or its distribution partners web site(s), and collecting a unique identifier or cookie associated with each user. The search terms and unique identifiers are associatively stored in a database. A number of selected advertising strategies are generated, each having an associated desired search term or set of terms. Identifiers associated with one or more of the desired search terms are assigned to an associated one of the advertising strategies. In response to a user visiting a publisher web site, the user's unique identifier is determined, the database is searched to determine an assigned advertising strategy, and an advertisement is served to the user based on the strategy. Users not fitting any assigned advertising strategy may or may not receive an advertisement.